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| Date | 18 October 2023 |
| Team ID | 592320 |
| Project name | Identifying Airline Passengers' Satisfaction |
| Maximum Marks | 4 |

Brainstorming Ideas and Idea Prioritization

Brainstorming ideas on the topic of Airline Passenger satisfaction is a collaborative process where we generate a range of potential solutions, recommendations, or concepts aimed at enhancing the overall passenger experience. The voting aspect in this context entails participants choosing and ranking their preferred or most promising ideas from the list to decide which improvements should be given priority for implementation.

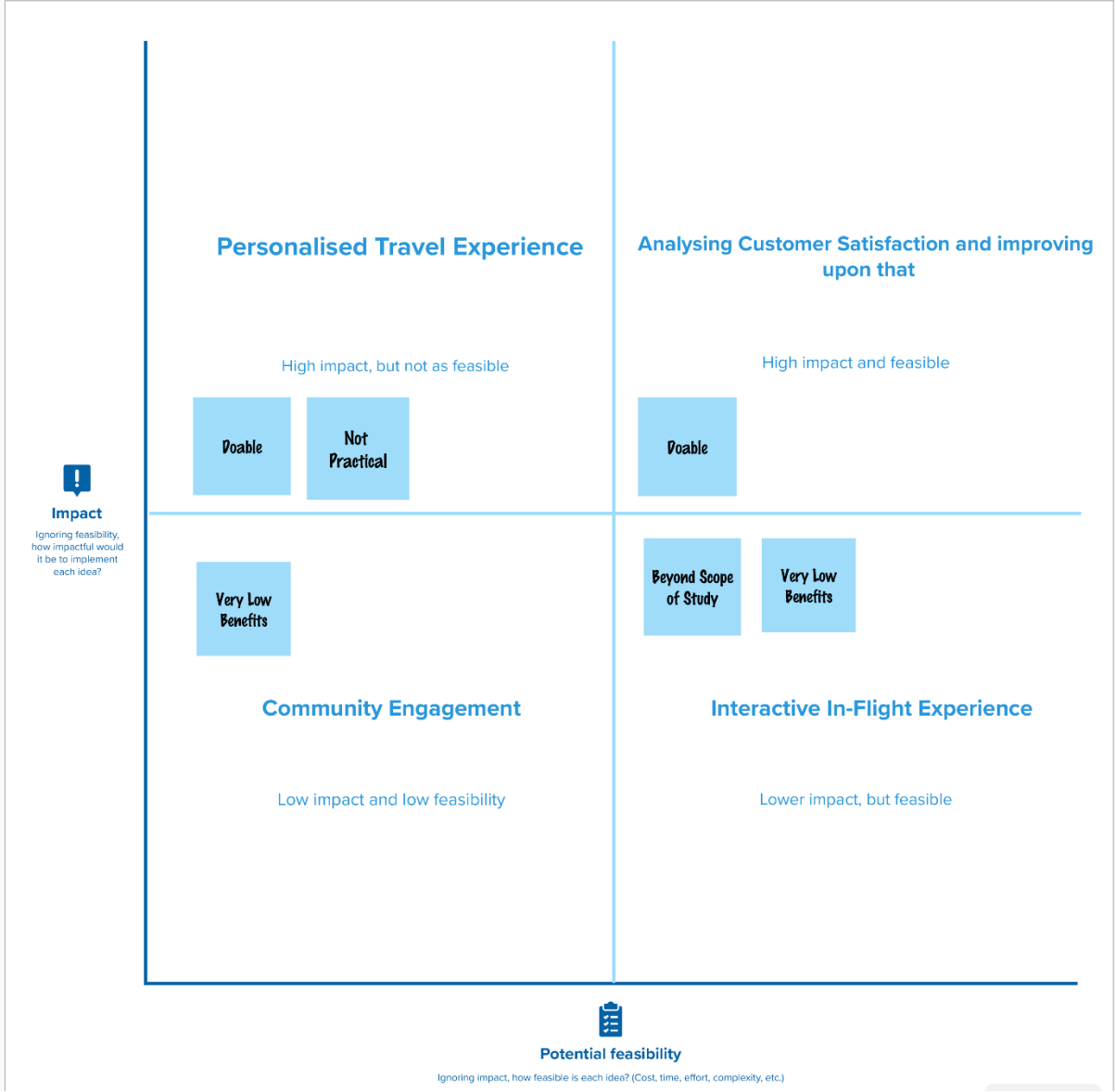
List of ideas

What ideas should we consider acting upon?
 Small ideas? Big ideas? Safe ideas? Bold ideas?
 Tactical quick-wins? Big strategic bets?

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|-----------------------------------|---|-----------------------------|
| Cost Benefit Analysis | Increasing Operational Efficiency | Competitive Benchmarking |
| Customer Feedback | Higher Interaction | Customer Segmentation |
| Tailoring to Personal Needs | Community Engagement | Brand Reputation |

Idea Prioritization

In the realm of Airline Passenger satisfaction, idea prioritization is the systematic process of evaluating and ranking potential improvements based on specific factors such as their feasibility, potential to enhance passenger experiences, cost-effectiveness, or strategic relevance. We discuss what are the steps we have to take in order to increase the satisfaction of customers.



We have made the decision to **prioritize the implementation of Machine Learning for identifying airline passenger satisfaction** for several compelling reasons.

First and foremost, this approach holds the potential for a substantial and immediate impact on our airline's revenue and passenger experience. By leveraging Machine Learning, we can effectively and accurately identify passenger satisfaction levels. This means that we can **tailor our services** and offerings to meet passengers' specific needs, resulting in **higher revenue** and **happier travellers**.

Furthermore, the technology behind **Machine Learning** for passenger satisfaction assessment is **well-documented** and has been proven successful in various industries, making it a **feasible** and **low-risk choice** for our airline.

In addition, our commitment to delivering an exceptional passenger experience is well-aligned with this choice. Using Machine Learning **reduces the margin for error** in understanding passenger preferences, leading to improved in-flight experiences and overall satisfaction.

Lastly, this initiative provides an opportunity for innovation and advancement within the airline industry. By investing in Machine Learning for passenger satisfaction, we not only **improve the revenue stream** but also position ourselves as leaders in providing **tailored services** and **enhancing passenger experiences**.

In conclusion, the selection of Machine Learning for identifying airline passenger satisfaction as our top priority is a strategic decision based on its high impact potential on revenue and its ease of implementation within our airline's operational scope. We are confident that this choice will lead us toward a more **profitable** and **passenger-centric** future.